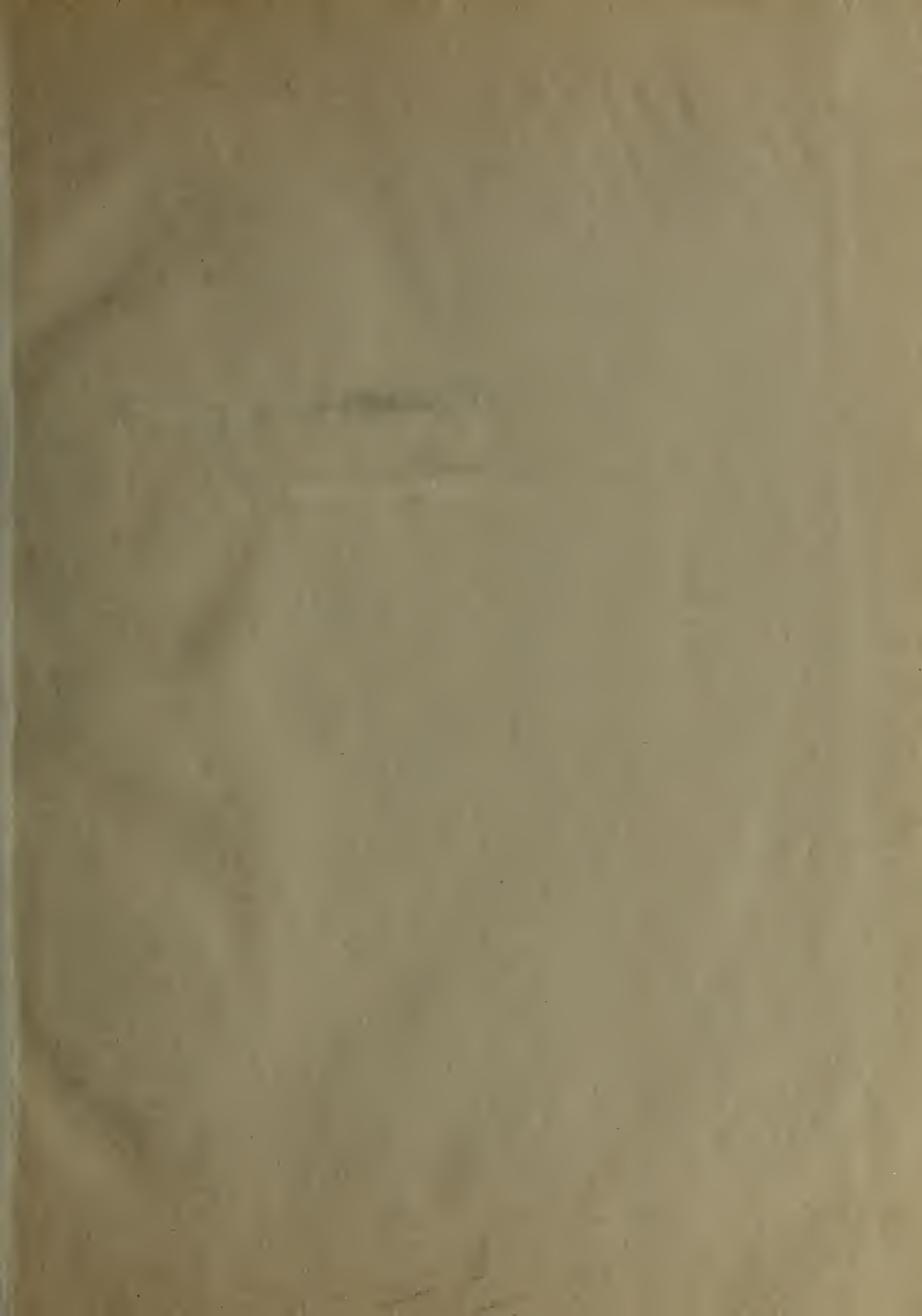
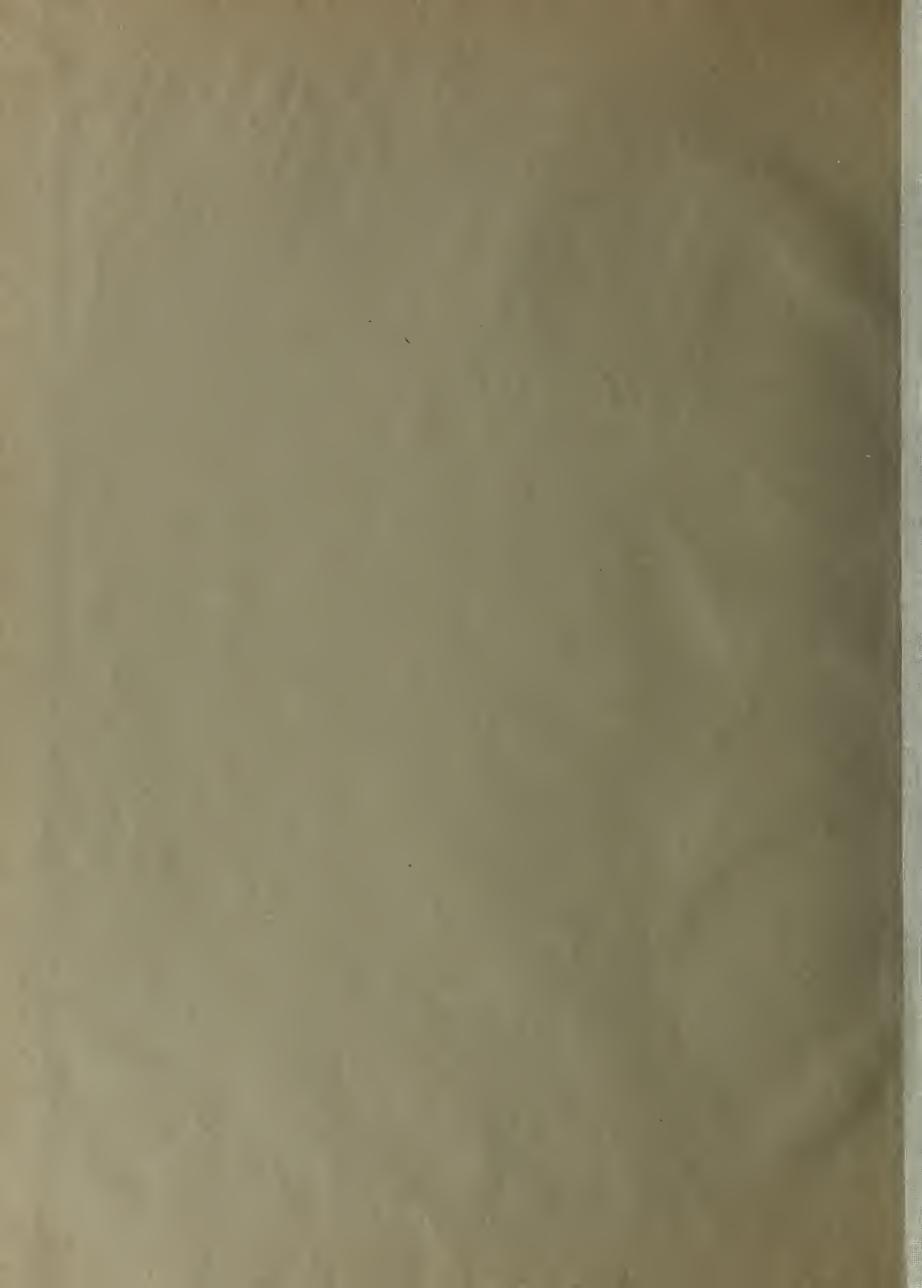
THE UNIVERSITY OF ILLINOIS 4391.1 F45m





Digitized by the Internet Archive in 2018 with funding from University of Illinois Urbana-Champaign Alternates

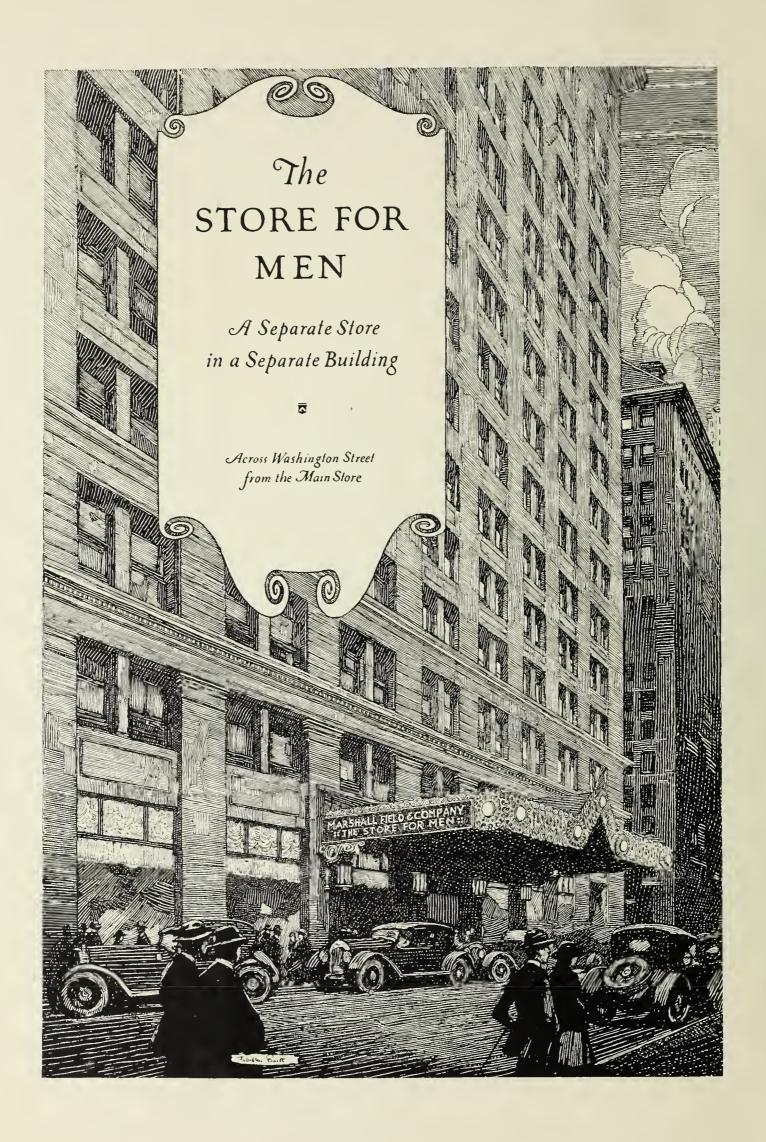


# MAN AND HIS WARDROBE

AN HISTORICAL IMPRESSION OF ATTIRE



MARSHALL FIELD & COMPANY
THE STORE FOR MEN



#### Foreword

WHAT men were and what men did in all the ages have been reflected in the apparel they wore. The stateliness of Julius Caesar sweeps in the folds of his robe; the courtliness of Sir Walter Raleigh flashes from his attire; the blunt determination of Napoleon is symbolized in his cocked hat; the simple earnestness of Benjamin Franklin lives for us in the pictures of his garb. Darwin might have based a chapter on evolution upon the way modern clothing retains vestiges of ancient raiment. The buttons on the back of a dress coat, the little bow inside a hat—these persist, though the usefulness they once had is forgotten.

The character and manner of man today speak in his clothes, just as surely as they did a century or fifty centuries ago. In the years to come clothing of today will add its page to history.

This field of expression is unlimited, and consequently the search for a certain correctness, appropriateness, and quality, governs the man seeking the right thing.

It is this need for personal guidance that The Store for Men fills, with a sales organization competent to advise in the matter of personal fitness.

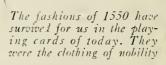




Later there was a coat; the sleeves hung over the hands by quite a yard and had embroidery both inside and out.











#### Suits—Past and Present

THE easy fitting modern coat dates from the reign of Charles II, who came into court one day declaring he was weary of the constant changes of fashion, and that henceforth he would wear a coat and vest.

Many a man thinks he is now free from fashion's enslaving, but practically every article of clothing he wears is the vestige of some ancient "dandyism." The nick in the coat collar, the buttons on the cuffs and the side pockets are examples.

The choosing of clothes was once a rather momentous task. Well-dressed men of the Colonies were forced to write to their tailors across the Atlantic to inquire about the colors and stuffs worn by the fashionable world.

Today the selection of a Suit is a simple matter; and fast diminishing in number are the men who believe they cannot be fitted or satisfied unless their Suits are custom made.

To produce better clothes than had ever been produced before, a list of over forty specifications was devised by our clothing specialists for use in the making of our Suits.

Each specification bears a relation to the refinement, integrity and perfection of our Suits; it is the most rigid code demanded in the clothing industry. Individuality and quality are indelibly stamped on these Suits—they speak for themselves.

Only the prestige of this organization can make it worth while for a manufacturer to revolutionize the standard methods of a great factory in order to meet special requirements.







In 1100 man's cloak was a semi-circular affair fastened either in front or on his right shoulder

Later his cloak took on sleeves which, fashion making too long, were slit to release the hands

"The clouds of the middle ages were dispersed and the sun shone. Costume was dignified and magnificent"





In 1558 the town London was full of Spaniards come over with Philip, who introduced the short cape

## The Geography of Overcoatings

WHETHER imported or domestic, a good Overcoat finds itself often indebted to British sources for name, pattern or weave.

Great Britain's trail leads through the whole gamut of men's garments. Its fields and meadows, its moors and highlands, seas and rivers—its flora and fauna—all have enriched our language with words of sartorial significance.

Tweed, the river; Cheviot, the hills; Shetland and Orkney, islands; Worstead, the cloth center; Inverness, Melton, Newmarket, towns in Scotland and England; Oxford, Cambridge and Eton, college communities; Norfolk, a county; and famous personages—Lord Chesterfield, Prince Albert and Lord Raglan—all these have put their stamp on the clothing industries of the English-speaking world.

All through the range of patterns of Scotch homespuns may be felt the influence of local color upon the designers and weavers—the speckled textures of granite, the heather mixtures, browns of the Autumn landscapes and tail feathers of game birds are but a few.

However, there is far more to a good Overcoat than merely the use of fine woolens. American methods and workmanship have developed the industry of clothesmaking into a science of no minor degree. And supplementing this American industry is an organization of specialists who represent this Store—men who know clothing from the customer's viewpoint as well as from the manufacturer's; men who supervise, suggest, direct and improve the tailoring and style that go into our Overcoats.

 $\textit{Marshall Field} \ \ \textit{Company-The Store for Men}$ 



The extreme plainness of the Gromwellian Period appeared in the overcoat cut long, full and sleeveless

> With the return of the Stuarts came a return of ribbons, wig and tight-buttoned coat, the ancestor of our frock coat



Thackeray pictures the beau in brilliant coat with wide cuff, full skirt and gold lace during the time of George I

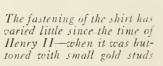








Linen shirts were worn as early as the 10th century. Wearing a woolen shirt was enjoined as a severe penance





Once linen was so costly that only the well-to-do could wear it, so they cut away garments to bring the shirt into view



Stubbes wrote: "The shirts are either cambric, Holland or lawn; and, which is horrible to hear, cost ten pounds"

In 1620, religious subjects were represented on the shirts both in lace and cut work and embroidery

#### As to Collars and Shirts

UR present Collar is quite a modest affair compared with some of its forerunners, as history goes.

As early as 1540 French gentlemen wore linen rufts or frills, adopting the idea from the Spanish. Soon after the style was taken up in England. By the time of Elizabeth's reign it had reached the extreme stage; a ruff at that time contained as much as eighteen yards of sheer linen, with a width of nine inches.

The Shirt of today also has its pedigree. It seems to be the outgrowth of the tunic, although in the time of Charles I the tunic took the place of our present-day undergarments and coat, as well as the Shirt.

For many years linen was the popular material for the body of a Shirt, but a score of years before our civil war a pronounced preference for cotton was shown. This quickly supplanted linen. White Shirts remained the vogue for years; it was not until 1892 that colored Shirts caught popular fancy.

As simple as the process of making a Shirt seems, there are scores of distinct operations by as many different workers. It is calculated that in the making of one Shirt about 20,000 stitches are taken. The care with which Marshall Field & Company Shirts are made makes them the equal of many custom-made garments. In addition to obtaining the best products from the best manufacturers we have established our own workrooms, where thousands of Shirts are made every year.

Marshall Field & Company - The Store for Men





In Elizabeth's time the ruff was so large it required IS yards of linen. It was starched in various colors



Charles I introduced the falling band, or Vandyck collar. Bands were kept in a box, hence the "band-box"



This band continued to be worn until the great wig hid it and the flowing ends in front alone were visible



Succeeding the ruff came the

standing band—a collar, often wired—which stood up

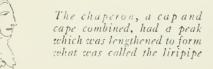
behind the ears







This inspired some fashionable dandy to twist the whole chaperon around the head and tie it with the liripipe





From the cockscomb, it was but a step to the cockade, held in great favor by royalty and gentlemen



Hunting hats had an inside buffer laced with a narrow ribbon, the ancestor of the small bow in the modern hat





#### Fine Hats, Then—and Now

EAL ancient man went bareheaded. Up to fifty or sixty centuries ago man either depended on his hair, or pulled his cloak over his head. But separate head coverings came into vogue somewhere about 3500 B. C., and styles changed right along until in 1400 a beau appeared in Paris wearing what could be called a modern Hat; it was made of fur.

Before present-day methods came into play a good Hat was very expensive, and valued enough to be left among bequests in a will. Those having important social engagements frequently borrowed or hired their Hats.

In recent times American enterprise and inventiveness have brought the cost down in a remarkable degree.

The process of making good felt or stiff Hats is such an involved one that, once observed, the spectator realizes what a prized article a good Hat should be. It involves the use of the best parts of the fur of beaver, nutria, hare and coney. The processes carry the furs through numerous hands and manipulations—from the cleansing, assorting and blending and the first crude shaping, through the kneading, dyeing, stiffening, blocking and curling—to the finishing, each step requiring precision and care.

The immensity of the industry may be indicated by the fact that in one prominent factory alone 5,000 workers handle each year 12,000,000 fur skins, producing 3,000,000 Hats.

In Marshall Field & Company Hats numerous refinements have been incorporated into our specifications to manufacturers. We insist on the best Hats that can be produced—the highest quality at a given price.



In the reign of Henry 1711 the ancient cap acquired a



It was believed that a beaver hat would "unfeignedly re-cover to a man his hearing and stimulate his memory



In George II's time a man had a hat for carrying only— he would not ruffle his wig!



Hats were once worn indoors, at table and in church, as an emblem of dignity and wore in his hat a diamond, the finest in all England authority







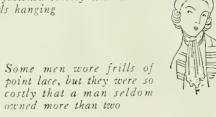
The word cravat is derived from the "Cravantes," who in 1630 wore a frill of lace where the neck band was tied



The loosely tied Steenkirk was named after a battle where French princes, rushing into action, hurriedly twisted their lace cravats



Another form of the Steenkirk was a black silk tie, knotted or fastened loosely with the ends hanging



The coat in George II's time was cut open in front to show to advantage the cravat and waistcoat





## How the Cravat Began

IN 1636 a regiment of "Cravantes," or Croatian soldiers, arrived in Paris for military duty. In their dress one feature was much admired by the Parisians—a brightly colored neck wrapper tied in a bow. They immediately adopted the idea for themselves, and to them we are indebted for the word "Cravat."

Quite the most interesting thing about the Cravat is the strange origin of many of the patterns.

The Rose Window of the ill-fated cathedral of Rheims has been the inspiration of a pattern. Then there are the motifs taken from the antique Bacchanalian Vase, and from the antique mosaic in the museum of the Vatican; reproductions of Bobbin Lace (Italian Genoese), and needle point lace (Spanish), from the seventeenth century; a design from a door panel in the boudoir of Marie Antoinette.

These are but glimpses of the thousands of interesting stories of past centuries that are told in Neckwear patterns.

As one of the decorative and one of the most conspicuous parts of a man's apparel, the Cravat is of considerable importance. And just as important as its appearance is its quality. The constant strain of knotting and pulling is more severe treatment than is given any other article of apparel.

Our specialists safeguard the quality of Neckwear, from the choosing of dependable silks, and the supervision of making, to the finishing. They search far and wide for the most distinctive of patterns. They offer you Cravats that have Marshall Field & Company character.

Marshall Field & Company - The Store for Men



The aim of the Incroyables was extremity of dress. They chose the highest collars, the biggest puffed cravats



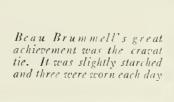
In the next reign the cravat was loosely tied and the frilled ends stuck out



M. Le Blanc issued a manual upon the art of tying the cravat. There were two and thirty different styles



When the muslin cravat came in, the shirt collars rose and the rufles down the front vanished









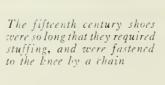
Larly shoes preserved to us deep in the soil of ancient London show great art and skill



Shoes were of great length and were of every material; some sewn with pearls on cloth of velvet



The right shoe curved outward, the left shoe inward, causing the wearer to appear splay-footed



Boots of Henry VI had somewhat the character of gaiters. The buttons were made of finely plaited thread



For walking in the streets, clogs were used, made with long pointed ends to support the shoes



## Footprints of Time

T is a far cry from the time when primeval Man, barefooted, **I** fought with the brambles and loose stones as he pursued game for food, to today, when foot-covering is trim and smart as well as efficient.

From the grass-plaited, crude covering to the sandals of the Orient; and from the Roman boot to the brogans of early England, down to the period when for the first time the hides of animals began to serve, the ingenuity of man has been taxed in evolving serviceable protection for feet and ankles.

In Shoes of medieval times which have been excavated in the streets of old London, there is unmistakable evidence of standard of skill and art in the footwear of the citizens. That they were not unmindful of comfort is shown by the fact that cork soles were much in use.

In the making of Shoes today there are many standards. The standards on which Shoes are made for Marshall Field & Company have been evolved from an intimate contact with the public which revealed the desires and needs of the human foot, and a close study of materials and methods of manufacturers.

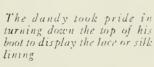
Out of this first-hand knowledge has been born a tireless effort to put into Shoes those qualities that mean service, comfort and style. Our specifications to manufacturers are aimed to attain these excellences, and that they succeed is proved by the fact that our Shoe business has developed into the largest retail business of the country, if not of the world.

Marshall Field & Company - The Store for Men



The fifteenth century man wore bright red boots of Span-ish leather turned over at the

.It this time, too, blunt shoes came into fashion and the long peaked shoes passed out





Shoes of the seventeenth cen-tury had two-inch wooden heels covered with crimson



One hundred years later gentlemen wore an elegant shoe with a heel fully six inches







The sturdy man of the eleventh century wore woolen socks gartered from ankle to knee



.1 little later men chose tightfitting hose, parti-colored, or of two colors, one to each leg



In the sixteenth century hose became puffed at the knees and slashed, the forerunner of the separate breeches

The successful appearance of the beau's costume depended largely upon the fit of his hose

In Shakespeare's time, stockings were of yarn, silk or wool, and were often clocked at the ankles.



## Man's Leg Coverings

SINCE men first migrated from the Orient to colder temperature they have covered their legs in a multitude of ways. Originally devised for comfort, stockings became a means of adornment; and the progress of civilization reveals many curious incidents of their development.

Stockings were prominent in the portraits of sixteenth century cavaliers and of the early American colonists. Men were so proud of their legs that full length portraits were the rule in order that silken stockings might come in for their share of glory. That old satirist Stubbs wrote in 1595: "A pair of man's silk stockings will cost more than a coat on his back three times."

Knitting was a fine art then as it is now, but modern ingenuity has simplified the process and greatly lessened the cost. According to tradition the story of knitting begins in the early centuries of European civilization, when inhabitants of the Scottish lowlands spent their time during the winter working various designs in straw, hay, plant stems and wool. This practice led to the discovery of hand knitting, which art quickly spread to England.

The first Hosiery to be knitted by machine dates back to 1589, but not until 1825 was a knitting mill established in America. From this beginning have sprung the great Hosiery mills of today.

In The Store for Men the greatest care is exercised to obtain only the cream of the productions of the most reliable manufacturers. At any given price the quality will be found the best of its class.









Henry II wore a pair of brown Spanish leather gloves, lined with deerskin and reaching nearly to the elbow



Men indulged in jewelled gloves. They wore them on state occasions and bequeathed them in their wills



In the picturesque hunting parties special gauntlets protected the pages' hands from the sharp claws of the falcon Henry VIII's glove, of buff leather lined with rose silk, trimmed with gold lace, was beautiful beyond compare Gloves of perfumed material were worn in Queen Elizabeth's reign. Their preparation required great skill

#### Giving the Glove Its Due

FAR from being the humble member of our wardrobe we may have supposed Gloves to be, they are of exceedingly ancient lineage and have retained much of their original regal and aristocratic character. The first mention of them in literature is to be found in the Bible.

But scientists believe we should go back still further, for, among preglacial relics, an unmistakable drawing of a Glove rudely etched upon a stone was discovered. That harks back before the ice age, which began about 240,000 years ago and ended somewhat over 80,000 years since. So here is an antiquity for Gloves which is exceptionally interesting.

Gloves have deeply affected the lives of human beings from the earliest periods. They were bequeathed to us by the princely prelates, the kings and overlords of the past, whose chief insignia and treasured badge of honor was the Glove.

The first skilled Glove-makers are said to have been monks of the early middle ages. As early as 790 Charlemagne granted to the abbots and monks of Sithin, in ancient France, unlimited right of hunting the deer for skins of which to make Gloves. In France, Glove-making as an industry was well established in the twelfth century.

Today our Glove specialists present the accumulated knowledge and choicest products of this century-old industry—choosing here, rejecting there, from the riches and skill of the Orient, of Africa, of Europe and of the Western World.

Marshall Field & Company - The Store for Men



Shakes peare wore a pair of fine leather gloves beautifully embroidered and edged with narrow tinsel fringe

He employed the glove as an emblem in his plays, as a love token or a sign of defiance



The severely plain glove with wide fringe worn by Oliver Cromwell suggests the stern character of its owner Seventeenth century gloves were most elaborate with stitching of gold thread and quaintly embroidered "points"



At this time men carried the muff for a hand-covering in addition to the glove







In the 13th and 14th centuries men wore an inner tunic called a "chemise" under the outer tunic, called the "cotte"



Although wool was the staple trade in England, woolen underclothing was practically unknown



The shirt or camise of the Saxons began under the Normans to be decorated with embroidery

# Underclothes a Comparatively Recent Idea

IN the distant past little was known of Underwear. The Elizabethan period reveals reference to it in the diary of Samuel Pepys: "... a new black cloth suit with white linings under all—as the fashion is—to appear under the breeches." Which may or may not be the beginning of the vogue for Undergarments.

The use of Underwear probably originated through an awakening desire to avoid the excessive use of outer garments for bodily comfort. It was not long, however, before Underwear became an indispensable part of the wardrobe.

As in all other merchandise the difference between fine and ordinary Underwear is very pronounced. With us, strictest supervision is maintained in the selection of the best raw materials. Australia is the source of much of our wool; cotton is collected from Peru, Egypt and the choicest American sources; silk is brought from Italy, China and Japan. Wool is purchased in the fleece, as it comes from the sheep, to insure the most thorough scouring and cleansing before combing and spinning. After scouring, it is dried slowly by natural air process rather than by the customary hot air blast system which causes brittle yarn. As a further assurance of a fine soft quality of Undergarments, whether made of wool or cotton, two features are important: every bit of wool is hand-sorted; cotton is blown into shreds before going to machine pickers. All this is the result of a painstaking effort to offer the customer the utmost in comfort and service.

Marshall Field & Company - The Store for Men

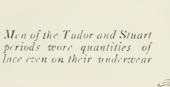


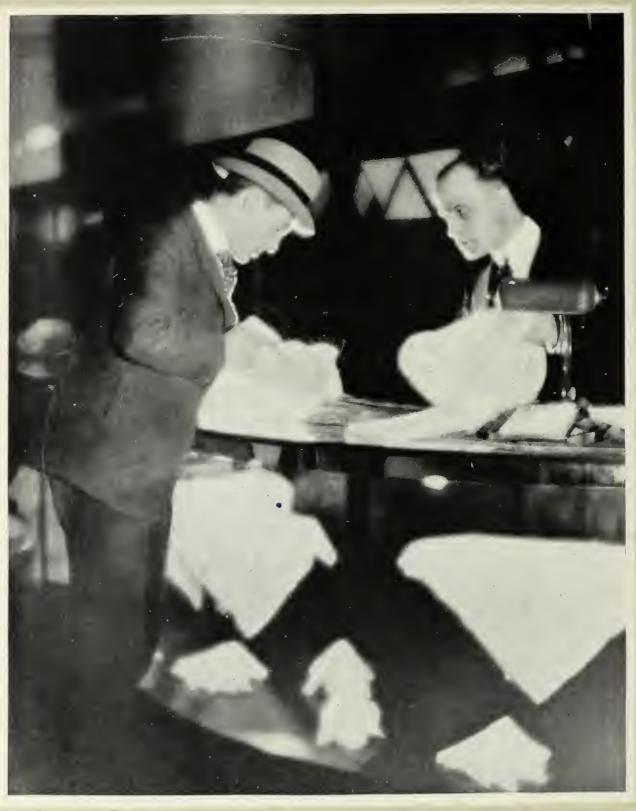
Gradually the stiff Jacobean dress released its clutch upon the human form. Whalebones melted away

Special seats were put in the Houses of Parliament for the gentlemen who wore the very wide padded trunks



A washing list that belonged to the Duke of Rutland included topps (linen boot-frills), and half shirts (stomachers)









In ancient form of the handkerchief was merely a bit of silk tissue, first used by priests at the altar

Gentlemen did wear these in their hats as favors of their mistresses



In the course of time ladies of the French and English courts began to carry similar squares of silk

Henry VIII used "handkerchers of Holland fringed with Venice gold, red and white silk and some of Flanders worke"



Handkerchiefs of lace or of silk richly embroidered were carried by men in the reign of Elizabeth



# Tracing the Handkerchief Career

THE origin of the Handkerchief is buried, with so many tother things, in antiquity. Quite likely it was suggested by the napkin, which had been in general use at Egyptian and Roman feasts. The early kerchief performed a lowly function, but as its use became general it found vogue as feminine decoration for neck and shoulders. From this it was inevitable that it should become an article subject to the distinction of fine needlework and other decorative handicraft.

To man, the Handkerchief has been a thing of utility rather than vanity; yet he, too, has been compelled to bend a little, till now his Handkerchief bears ornamental features that permit him to reveal it peeping out of the upper coat pocket. This display is not something new, for this reference is found at the beginning of the eighteenth century: "His pockets, low down in his coat, show a lace kerchief half dropping from one of them."

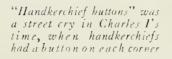
The Handkerchief, though one of the refinements of Roman civilization, was lost with many other refinements in the later Middle Ages. It began to return to general use in polite society only about the time of Henry the Eighth's reign. It was often employed for ceremonial purposes in connection with the giving of presents—a custom growing out of one practiced long before in Oriental lands.

Our search for the finest Handkerchiefs made for men finds itself justified in the soft, durable ones from Ireland; the fine hand spun and hand woven products of France; the silk novelties of Japan.

Marshall Field & Company - The Store for Men



King William spent large sums on lace handkerchiefs that matched the pattern of his lace cravats



The proud dandy of the 17th century was most careful not to thrust his lace handkerchief into the bottom of his pocket



In ad in 1672 read: "Lost, a lawn handkercher about 4 fingers broad, lace trimmed and initialled R in red Silk"



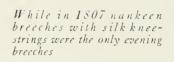
The immaculate handkerchief has through all period been the mark of a wellgroomed man







Pantaloons and gaiters were made all in one in 1810, especially when of nankeen, and were worn in full dress





On full-dress occasions knee breeches were worn for some years after trousers were everywhere seen on the streets



#### Formal Dress Harks Back

It is curious that the custom of resurrecting an ancient fashion for ceremonial clothes has been followed through the ages. Today, when we dress for dinner, we go back nearly a century for the style of our clothes.

In ceremonial dress there were those of the Court, Church, Law and University, and the costumes adopted for special ceremonies by various institutions, each one of which might be considered of a distinct and separate class. The Formal Apparel of today to a great extent substitutes for this lavish variety of special clothes.

In this Store the showing of Formal Apparel is given the surrounding and intimacy it deserves. A beautifully furnished Evening Dress Room permits display to the best advantage. Well-dressed men as a rule are prepared for occasions when Formal Clothes are necessary. But there are some—men of position, too—who require Formal Clothes so seldom they feel they can safely pass years in unpreparedness. Yet the inevitable occasion comes when they must wear Formal Clothes. Time is short—a tailor is out of the question. Clothes must be bought at once, ready to put on. And they must be absolutely right, equal to the very best that can be made. Such emergencies are successfully overcome daily in the Evening Dress Room. Here a man can find his exact measurement in garments that are correct, made of the best materials, and with the highest grade of workmanship known to the tailoring art.



The Macaroni, for full dress, attired himself in a velvet coat of delicate tint, lined with satin or ermine



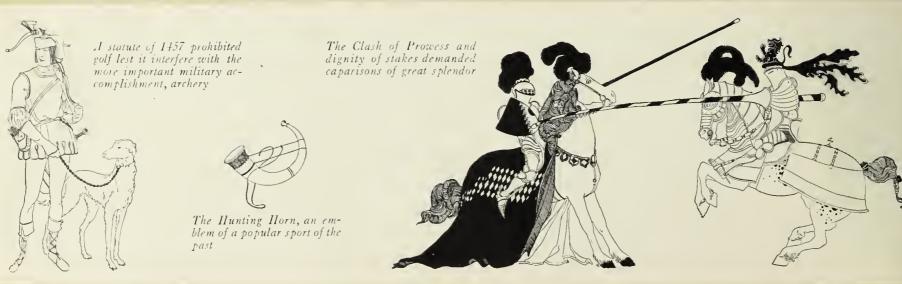
How different is the overclaborate dress of Charles II from the simple elegance of George IV, the forerunner of modern full-dress!



Men in suits of light colored
silk brought brilliance and
gayety into the ballrooms of
George I

Men in suits of light colored
shirts of
the coats were transformed
into long tails





## Once a Business, Now a Sport

SPORTS Apparel had its origin centuries ago, but its later forms are recent products. Garb for motor, polo and aviation of course meets a newer form of man's diversions. Hunting and riding, and even golf, are centuries old.

Strange, is it not, how the business of one age becomes the play of another! Men hunted for centuries—but for food. Men knew well how to ride—but they had to; there was little other kind of transportation. The hard work of the savage becomes the amusement of civilization.

Golf is the national game of the Scots. In the fifteenth century it was so popular that the government found it necessary to formulate repeated statutes against it as unprofitable, and interfering with the more important accomplishment—archery—thus tending to impair the military efficiency of the people. But, in spite of this, golf still retained its hold. Golf, then, seems to stand alone as the one sport which has lasted through five centuries and at the present day bids fair to hold first place in public favor.

The outdoor man has always had his own ideas of dress. Today, in our Specialty Clothing Section, he finds his demands of style and freedom of movement carefully complied with; he finds Clothes that have proved from actual experience to be most adaptable in character as well as material for his particular branch of sport; he finds a distinctiveness, a variety and a standard of quality which are impressive, to say the least.

Marshall Field & Company - The Store for Men



Such was the popularity of golf that men of the 16th century abandoned their meals and played by lantern light

In 1628 Lord Montrose expended ten shillings for two golf balls and a further payment "to the boy who carried my Lord's clubbes"



James I recommended tennis as a sport becoming a prince. Henry VIII's wardrobe contained tenes-cotes, drawers and slippers

> "O'er crackling ice and gulfs profound With nimble grace the skaiters play; O'er treacherous pleasure's flow'ry ground Thus lightly skim and haste away"

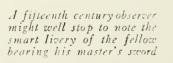
Translation from "L" Hyner—1872







In the early days of Edward III, servants wore parti-colored liveries of their master's colors to distinguish them





Servants of the Tudors wore on their left sleeve the badge of the red and white roses joined together



The Indian-like running footman of Queen Anne's time carried food or a message in the knob of his stick



George Washington for many years sent to London for servants' livery, demanding that each article be fashionable

## Liveries Have a Pedigree

THROUGH the ages the costume of servants proves itself to be that of the master of an earlier generation.

Modern coachmen and outdoor footmen wear the tall hat, the bright buttons, doeskin breeches and the top boots characteristic of the outdoor and riding dress of the gentlemen at the beginning of the nineteenth century. In establishments inclined to more ceremony, footmen wear plush breeches, silk stockings and powdered hair—the dress of the gentlemen in the reign of George III.

This is a more progressive age, it seems. The man-servant who attends at table adopts the dress of his employer before the master has even discarded it.

Correctness is the one dominating thought in the choice of Livery. In this Store a service is available which assures authenticity and permits any family emblem or combination of colors to appear throughout the servant's wardrobe. We have in our Specialty Clothing Section a complete showing of sample Liveries which were made up for us by the leading Livery outfitter of England. Styles may be selected from these samples and the garments made to measure in our own workrooms.

Our service in Chauffeurs' Liveries is comprehensive. Hundreds of yards of the finest whipcords and sharkskins are purchased by us every year, tailored in our workrooms and placed in stock, giving a variety large enough to meet the demands of any occasion. In addition to this showing in Chauffeurs' Liveries ready to wear, the made-to-measure service is available for any special needs.

Marshall Field & Company - The Store for Men



Some modern footmen wear the "pouter" coat, cut away so as to recall the wings of a pigeon, which dates from the reign of George III

Livery was most picturesque during the time of George III and II', reflecting the social station of the master





The cockade in our earlier times gave the finishing touch to the groom

Coachmen had the same tall hat, bright buttons, doeskin breeches and top boots as the gentlemen of 1800, tending toward modern simplicity







"Our Tailors know How best to set apparel out to show.
It either shall be gathered, stitcht or laced, Or any way according to your taste."
"Satires" George Wither, 1613.



"Two things I love, two
usuall things they are:
The Firste, New-fashioned
cloaths I love to wear,

The Second Thing I love is this, I weene To ride aboute to have those New Cloaths seene."

"I am resolved to go hand-somer than I have hitherto, for Clothes I perceive more and more is a great matter." "Diary," Samuel Pepys, 1664.



#### At One Time "Customer Made"

THE phrase "Custom-Made" apparently has evolved from the jargon of early English tradesmen, who used "customer made," or "customer work," to designate especially individual apparel.

In those days, when invention had not yet turned its attention to dress, there was little in ready-to-wear to comfort mankind. Garb either hung loosely wherever placed, or was carefully fitted by expert craftsmen. The poor resorted to one, the wealthy to the other.

The best art of the custom tailor of the past generations — so far, at least, as men of average proportions are concerned has been surpassed by the scientific manufacture of garments in all standard sizes. Custom tailoring, therefore, to be done in the Marshall Field & Company way, must begin where the highest grades of ready-to-wear garments leave off—an exceedingly difficult place to begin. But this much we can do: We go to the foremost weavers of fine woolen cloths—chiefly in England and Scotland—and buy enough material of one pattern to make one Suit, selected with a close knowledge of the preferences of our clientele. We secure hundreds of exceptional patterns that are not duplicated in our stock, and are not otherwise likely to reach Chicago. For those who appreciate absolute exclusiveness, we make up these patterns in accordance with the very highest standards of workmanship known to the tailoring craft. Such is the character of the service The Store for Men offers in Suits, Shirts, and Shoes made to measure.



391.1 F452

personal and the second of the





AND HIS WARDROBE



] g @ g @ g @ g @ g @ g @ g @ g

